

# GAME CHANGER INDOOR SPORTS & EVENTS FACILITY

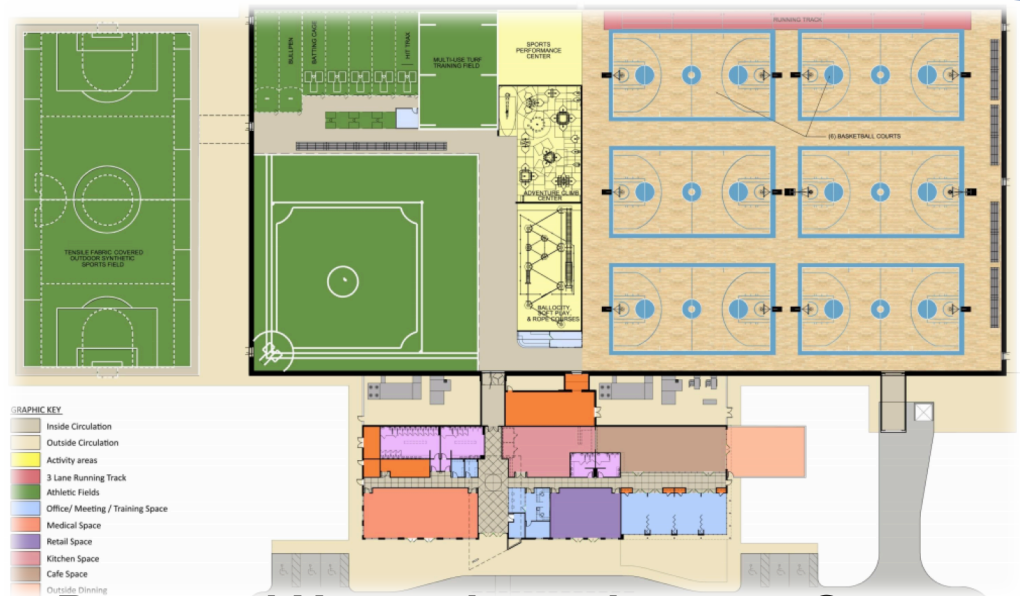
## EXECUTIVE SUMMARY

### Facility at a Glance

Game Changer is a premier indoor sports events and training facility designed to draw visitors from the regional markets to generate economic impact while also serving athletes from the local communities. SFA and the founding team worked with EMO/ Architects to develop probable construction costs. The estimated cost for this portion of the development is approximately \$\_\_\_\_\_.

#### 135,000 SF Facility Features

- ❖ Basketball/Volleyball Courts
- ❖ Turf Baseball/Softball Field
- ❖ Batting Cages/Pitching Tunnels
- ❖ Sports Performance Center
- ❖ Sprinting Track
- ❖ Multi-Use Training Turf Field
- ❖ Clip n' Climb
- ❖ Ropes Course
- ❖ Covered Outdoor Turf Multi-Purpose Field
- ❖ Support Spaces



### Proposed Use and Development Concept

*Game Changer* shall be developed as a regional sports tourism destination as well as a community asset to provide first class facilities for recreation and athletic activities. The facility will be located along I-10 within close proximity to Tallahassee. This location provides the advantage to serve a large local population as well as easy access to large markets throughout the region. As part of the analysis, SFA worked with the project team to define success factors for the complex. Through that process, the team determined that the complex must meet three criteria in order to be feasible:

1. The facility must establish itself as a regional tournament and event destination and create a positive economic impact by bringing incremental revenue to Jefferson County and the surrounding communities.
2. It must create a set of assets that enhance local community's access to high-quality, year-round sports facilities.
3. It must be optimized operationally so as to limit the amount of ongoing financial support required while maximizing the opportunity to attract non-local users.

Based on research, analysis, and extensive experience in the industry, SFA and the project team has found that *Game Changer* can meet all of the criteria above. In analyzing the financial performance and economic impact of Project *Game Changer* and identifying next steps for facility optimization, SFA believes this is a viable project. Under the correct financing, development, and management terms, SFA formally endorses the project and deems it to be feasible.

As part of the analysis, SFA produced an economic impact study to demonstrate the influence *Game Changer* will have on Jefferson County and the surrounding communities. SFA's economic impact study consisted of a forecast for economic impact drivers – which are non-local days in market and total room nights generated – and the direct spending from non-local athletes and their families.

At maturity, which SFA expects to be reached in year five of operations, *Game Changer* is expected to generate over 20,000 room nights and \$9.1 million in direct spending annually. Over the course of the first ten years of operations, SFA forecasts *Game Changer* to bring over 191,000 room nights to Jefferson County and the surrounding area and generate \$83.4 million of direct spending from non-local attendees. Note: Surrounding counties not included.

As part of the economic impact study, SFA conducted an analysis of the ongoing job creation that will be generated by the *Game Changer* facility. In order to be consistent, SFA forecasted the number of permanent jobs created based on full-time equivalence. These are permanent jobs that consist of both full-time and part-time positions. In the first year of operations, the facility is forecasted to create eight full-time positions and a total of 42.8 full-time equivalent positions. By year five of operations, the facility will bring a total of 69.5 full-time equivalent positions to the area.

Jake Whitfield  
Developer – Red Hills Sports Group

